

## **FBLA COMPETITIVE EVENT TOPICS 2021 NLC—ANAHEIM**

### **BUSINESS ETHICS**

Social media companies often utilize personal information and collect data from their users. Anti-trust laws are designed to protect consumers and encourage free enterprise. Have these companies become too intrusive, and do they now fall under anti-trust law considerations?

### **BUSINESS FINANCIAL PLAN**

Create a Business Financial Plan for a new school store/school-based enterprise. You need to identify a specific objective for the store (i.e. to fund/promote a specific club, organization, program, event, or cause). The new store should be specifically targeted for your school and demographics. The Business Financial Plan should include but is not limited to equipment, inventory, facilities, and operations management.

### **CODING AND PROGRAMMING**

Develop an original computer program to randomly generate a five-question FBLA quiz from a database. The program must complete a minimum of the following tasks:

- Have at least 50 questions in the database with the ability to see correct answers
- Include at least 4 types of questions (i.e. multiple choice, T/F, fill-in-the-blank, matching, and dropdown, etc.).
- Inform the user which questions were correctly answered
- Calculate the total correct on the five-question quiz
- Generate a printable report on quiz results
- Data must be stored persistently. Storage may be in a relational database, a document-oriented NoSQL database, flat text files, flat JSON, or XML files.
- All data entry must be validated with appropriate user notifications and error messages including the use of required fields.

### **COMPUTER GAME & SIMULATION PROGRAMING**

Create an original game designed around a puzzle concept.

- The game should be a standalone and executable game
- The game should contain a scoreboard
- The game should contain a leaderboard and celebratory messages
- The game should have a minimum of three levels
- The game should have lives
- The game should have an instructional display

### **DIGITAL VIDEO PRODUCTION**

Create a video promoting your school to the community. The video should include co-curricular, extra-curricular organizations, and points of pride. All video content must be original.

### **E-BUSINESS**

Create an E-Business website for a new school store/school-based enterprise at your school that will also do business online. The new store should specifically address your school and demographics. The site should include:

- Store name and logo
- Items for sale, including pictures and descriptions
- Purchasing and delivery/pick up information
- A shopping cart
- Social media links

### **GRAPHIC DESIGN**

You have been hired by your chamber of commerce to present a new sports team proposal to the city council. The informational presentation should include a name, slogan, logo, and colors. Three unique branded promotional items should be developed for the presentation.

### **INTRODUCTION TO BUSINESS PRESENTATION**

Prepare a presentation discussing how social media posts will affect career opportunities, the opportunity to be accepted into a higher education institution, or how it affects one's future in general.

### **INTRODUCTION TO SOCIAL MEDIA STRATEGY**

Develop a social media strategy or campaign to increase engagement and presence for career and technical education (CTE), a school district, or a local government entity. \*No new social media account(s) should be created for the campaign without written consent from the entity.

### **MOBILE APPLICATION DEVELOPMENT**

Create the next NEW professional social media app (i.e. LinkedIn, Tallo, etc.). The app must be rated for all ages.

### **PUBLIC SERVICE ANNOUNCEMENT**

Create a public service announcement for your school and community on the health risks of vaping. All video content must be original.

### **PUBLICATION DESIGN**

Create publications for a monthly subscription service (Apple Music, Netflix, Dollar Shave Club, Hello Fresh, etc.). The service must be an original idea that is not currently on the market. Include different types of printable, online, or direct mailing promotional materials. Create three unique publications or promotional materials.

### **SOCIAL MEDIA STRATEGIES**

Develop long-term branding strategies to increase awareness and membership engagement for your local or state FBLA chapter using multiple social media platforms. \*No new social media account(s) should be created for the campaign without written consent from the entity.

### **WEBSITE DESIGN**

Create a website for a new photographer. The website must include:

- Photographer name, photo, and bio
- Portfolio (previous work)
- Ability to book and schedule an appointment
- Ability to view package options and pricing
- Social media links